PHILIP MORRIS
BRAND X MEDIA PLAN
REVISION IV

NEXT STEPS

- Gain approval of revised national theoretical plan
- Gain approval of revised Test Market Media Plan

  - Revise Test Market Buy accordingly
  - Order incremental magazine activity
  - Revise OOH activity -- ASAP

- Evaluate Test Market Print Delivery vs. National Plan
- Evaluate Local Print Opportunities:

  - Seattle
  - Denver
  - National by Market

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Source: https://www.industrydocuments.ucsf.edu/docs/shjm0004